

BALTIMORE CITY DEPARTMENT OF PLANNING
URBAN DESIGN AND ARCHITECTURE REVIEW PANEL
MEETING MINUTES

Date: October 9, 2014

Meeting No.: 194

Project: 1400 Greenmount Ave

Phase: Discussion

Location: 1400 Greenmount Ave

PRESENTATION:

Ms. Amy Bonitz, representing Bar Co.; introduced the project to the Panel. As described, the project consists of the adaptive use of an existing two level, 34,000 square feet industrial warehouse building for an artist collaborative/cooperative.

Ms. Diane Cho, Principal with Cho, Benn, Holback Architects; provided additional detail on the program, schedule and budgetary constraints. The major features of the design, presented by the Architect, include a regular cadence of new window openings along Greenmount Ave; a new industrial steel canopy signifying the main entrance and a café entrance, and super graphics on both the east and north elevations.

Ms. Betsy Boykin, Principal with Core Studio Design; presented site design and landscaping for the one acre site. As conceived, the parking area is organized along Belvidere Street at the lowest point of the site. A grand stair, ramp and plaza lead from the main building entrance northward to the intersection of Greenmount Avenue, Belvedere and Oliver Streets. A landscape edge along Greenmount has been introduced to accommodate the grade change from sidewalk to new plaza.

COMMENTS FROM THE PANEL:

In general, the Panel was pleased with the conceptual design advanced and felt the idea of incorporating super graphics on the north and east facades was strong. With respect to the building design, the following comments were offered:

- Consider lowering the steel canopy frame at the north east corner of the building.
- Consider incorporating additional wall graphics on the west elevation with exposure to I-83
- Recognizing the importance of the graphic pylon marker to define the corner at Greenmount Avenue and Belvidere, consider a bolder statement.

With respect to the site development and landscape design, the following comments were offered.

- Consider the totality of the site and view the parking area in concert with the adjacent plaza as a means to celebrate the creative mission of the project.
- Consider exterior lighting, street furniture and sculpture as part of the overall composition.
- Consider increasing the width and importance of the entry path off of Greenmount Avenue leading to the main building entry.
- Consider the placement and scale of the graphic project pylon at the corner of Greenmount Avenue and Belvidere Street to better frame sight lines from the intersection to the main entrance.
- Consider adding additional trees along Belvidere to create a strong linear edge.

PANEL ACTION:

Discussion Only.

Attending:

Ethan Marchant, Diane Cho – CBHA
Betsy Boykin – Core Studio Design
Amy Bonitz, Will Holman – BAR Co.
Addison Palmer, STV

Ms. Meany, Messr. Burns*, Bowden and Haresign - UDARP Panel

Director Tom Stosur, Anthony Cataldo, Christina Gaymon, Heather Martin, Jill Lemke –
Planning Department